

SEP 17 1924

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WELCOME STRANGER

Photoplay in six reels

From the play by Aaron Hoffman

Directed by James Young

Author of the photoplay (under section 62)
Belasco Productions, Inc. of U.S.

Washington, D. C.

SEP 17 1924

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of **Belasco Productions, Inc.**

Welcome Stranger - 6 reels

Respectfully,

FULTON BRYLAWSKI

The **Belasco Productions, Inc.**
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Welcome Stranger	8-17-24	©CLL 20575

The return of the above copies was requested by the said
Company, by its agent and attorney on the **17th** day of
Sept. 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

SEP 20 1924

Fulton Brylawski

“WELCOME STRANGER”

SEP 17 1924

PRODUCERS DISTRIBUTING CORPORATION, 469 FIFTH AVENUE, NEW YORK

SCREEN VERSION OF AARON HOFFMAN'S WHICH ELECTRIFIED NEW YORK TWO YEARS, IS SUR

What the Country's Best Critics

I thought of "Welcome Stranger"

Kenneth Macgowan in N. Y. Globe

"'Welcome Stranger' will win its measure of popularity from the sympathetic picture of this man and his triumph. Mr. Hoffman has in him a certain radical streak of realism which makes the pro-Jewish portions of his play the least offensive artistically."

Alan Dale in N. Y. American

"'Welcome Stranger' is, as I said, sure-fire. . . . It is extremely funny. In fact, its humor is unassailable."

Theatre Magazine

"This play, which belongs to the 'Potash and Perlmutter' school of racial comedy, came to Broadway with the enviable record of a thirty week's run in Chicago. No doubt it will repeat the feat here, for it is amusing and contains elements that make an especial appeal to a large part of our population—all enthusiastic theatre fans who were present in unprecedented numbers on the opening night and showed their approval in no uncertain fashion."

Gordon White in The Billboard

"It looks as though Sam Harris has hit the bull's eye again. . . . There is little doubt that 'Welcome Stranger' will duplicate its Chicago success here. It contains many of the elements of a popular hit."

N. Y. Telegram

"'Welcome Stranger' is a sure-fire hit. It is insistently optimistic, rich in obvious humor and full of good points for all the actors in the cast."

McElliot in The Daily News

"There is much that is funny and original in 'Welcome Stranger' and there is also a great deal of honest reproach for the pharisaical treatment the traditional small-town accord the stranger within his gates."

Leo Marsh in The Telegraph

"'Welcome Stranger' is just filled with that well-known commodity, the milk of human kindness."

N. Y. Sun

"Aaron Hoffman, who is the author of 'Welcome Stranger,' which settled down at the Cohan and Harris Theatre last night amid the chuckles and giggles of a happy audience, has combined two species of humor that are dear to the heart of an American audience. There is the bucolic fun that makes the fortune of the by-gosh drama which is almost national form of dramatic classic. To this he has added that newer but none the less popular brand of fun which derives from the Jewish character. . . . The audience never abated its expression of complete approval at any stage of the game."

N. Y. World

"The play has some of the atmosphere and manner of 'Get-Rich-Quick-Wallingford. . . . Its characters are capital."

Heywood Broun in The Tribune

"The play is generally diverting. Some of the credit is due to a playwright who has used familiar material discreetly, almost satirically at times."

"'Welcome Stranger' is good entertainment!"

The Review

"Kept the audience in smiles throughout the performance. Mr. Hoffman has written it all in a pure comedy vein without bitterness or reproach—more credit to him."

Kelcey Allen in Journal of Commerce



Among the multitude of plays translated into the screen, probably no other legitimate production has run longer or a greater popularity than 'Welcome Stranger,' Aaron Hoffman's phenomenal success."

In Chicago this sparkling play ran for a record of 100 weeks, SHATTERING EVERY CONSECUTIVE WEEKLY BOX-OFFICE RECORD FOR THE CITY."

In New York it ran for a solid season."

It had extended runs in Philadelphia, Akron, Denver, Baltimore, Detroit, Trenton, Richmond, Indianapolis, St. Louis, New Haven, Providence and other large cities."

SS SHEET

ON

STRANGER"

CORPORATION, 469 FIFTH AVENUE, NEW YORK CITY

ON HOFFMAN'S GREAT PLAY NEW YORK AND CHICAGO FOR IS SURE-FIRE BOX-OFFICE BET



Never Has a Play Received More Unanimous or Enthusiastic Praise

Cleveland Plain Dealer

"—A very different type of play, full of fun."

Denver Post

"'Welcome Stranger' is a comedy that has quite a bit more meaning in it than the others."

Baltimore American

"If you wish to laugh until you are exhausted, witness and enjoy this play for the interest never fails and it is the best comedy of its kind ever given in New York."

Al Weeks in Detroit News

"—Is made freshly amusing by the use of humorous observations and droll situations that originate in the characters."

W. A. Cady in Detroit Journal

"Welcome 'Welcome Stranger.' You're one of the most entertaining fellows met in Detroit's theatres this season."

Cincinnati Commercial Tribune

"The long-awaited 'Welcome Stranger' arrived at the Grand Opera House Sunday night and registered an emphatic hit with a capacity audience. . . . The least that can be said of 'Welcome Stranger' is that it is well-worth seeing."

Dayton Herald

"One of the greatest that has been brought out in the past year or two. It is a play replete with gripping situations, put over by fine acting and it is a faithful and carefully drawn characterization. It is a long time since a more genuinely funny play has been seen in Dayton."

James Muir in Dayton News

"A comedy of point, pitch and truth. The characters seem to be taken from life."

Ken G. Shaw in Detroit Free Press

"Mr. Hoffman has for the most part employed familiar materials, although often managing to give them a fresh twist. 'Welcome Stranger' is good entertainment."

Pittsburgh Press

"Entertained and held captive the audience. The story bubbles with humor."

Pittsburgh Leader

"The manner in which it is handled is highly skillful and reflects credit on the author."

Walter D. Hickman in Indiana Daily Times

"You are welcomed a hundred times, Stranger. You put a smile on our faces and a little more of the milk of human kindness in our hearts."

St. Louis Globe

"It is without hesitation that we say it is worthy of unstinted support. It is hilariously funny, but it is rather the humor of high comedy than the humor of broad farce."

Philadelphia Journal

"A tale full of twists and tricks, sure-fire amusement for the many."

Archie Bell in Cleveland News

"A pretty comedy that has attracted much attention in Eastern cities."

New Haven Register

"Rampant with the quaint humor for which Aaron Hoffman is famous and breathing the spirit of democracy."

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Kelcey Allen in Journal of Commerce

"'Welcome Stranger' is a very good play."

Charles Darnton in N. Y. World

"One of the most amusing arrivals of the season is 'Welcome Stranger,' the comedy by Aaron Hoffman. It is fairly safe to add that 'Welcome Stranger,' simple and laughable, has the elements of a popular success."

International News

"One of the breeziest comedies that the young season has brought forth. It has swept in from Chicago—on the wings of a veritable gale of laughter, be it said—where it enjoyed a hilarious run."

Life

"It is more interesting as a play than 'Poldekkin.'"

The Clipper

"It touches on life and its truisms. Proved entertaining as well as amusing."

Tavern Topics

"One of the really successful comedies on the local boards."

Lawrence Reamer in N. Y. Herald

"Or 'Welcome Stranger'—these are the plays which the public turns to first today."

Jewish Forum

"There are assuredly an abundance of laughs in 'Welcome Stranger.'"

American Hebrew

"A Sensational Success."

Christian Science Monitor

"It is made to be laughed at and distinctly achieves its aim."



Among the multitude of plays that have probably no other legitimate production longer run or a greater popularity than 'Welcome Stranger,' Aaron Hoffman's phenomenal success is a record.

In Chicago this sparkling play shattered every consecutive record and set a new box-office record for the theatre.

In New York it ran for a solid season.

It had extended runs in Philadelphia, Akron, Denver, Baltimore, Detroit, Trenton, Richmond, Indianapolis, St. Louis, Haven, Providence and other large cities.

When a play is shown for two consecutive weeks in two of the greatest and most discriminating theatres in all the big cities throughout the United States, it is THE BEST ENTERTAINMENT.

But not only throughout the United States of this smashing success travelled. It has been shown in every English-speaking country and application for the rights of performance in many lands.

Never has there been a play of more universal appeal. NEVER HAS THERE BEEN A PLAY SO CLEAN UP LIKE THIS ONE!

It's The Season's Most



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New Haven Register

"Rampant with the quaint humor for which Aaron Hoffman is famous and breathing the spirit of democracy."

Boston Globe

"Both diverting and profitable. It furnished no end of mirth."

Boston Herald

"It is a simple story set against a good old New England background."

Providence News

"There were so many laughs per square line last evening to the Aaron Hoffman comedy, 'Welcome Stranger,' that it was not until you had time to think it over that the fullness of this play was realized."

Philadelphia Star

"It is a most enjoyable play and the big audience was very enthusiastic over it."

Binghamton Sun

"It is a drama that has a plot theme and development that is natural and pleasing, a plot in which love and hate are interwoven, but which leads to an ending that satisfies all."

Linton Martin in Philadelphia Public Ledger

"There was a hearty welcome for 'Welcome Stranger' when that Aaron Hoffman comedy arrived."

John George Harris in Richmond Dispatch

"'Welcome Stranger' is an entertaining play with an abundance of humor. One of the best and cleanest of plays we are likely to have here."

A. F. Munroe, Famous Dramatic Critic of Detroit

"Bar none, 'Welcome Stranger' is the funniest play here this season. A ripping, rollicking comedy. All Detroit should see it, Henry Ford included."

Most Entertaining Hit

The Sensation Of Eve Theatrical

(Advance Story)

STAGE SUCCESS NOW ON SCREEN

"Welcome Stranger" Is A Sparkling
Comedy of Jewish
Enterprise

"Welcome Stranger," a sensational
Broadway stage success of a few years
back, made into a play under
the direction of James Young, and
released by Producers Distributing



DORE DAVIDSON in
"WELCOME STRANGER"
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

1st Col. Scene Cut No. 1

As a stage play, "Welcome Stranger" gave George Sidney one of the greatest characterizations ever seen on the speaking stage. In the screen adaptation Dore Davidson, who made a distinct personal hit in "Humoresque," plays the role made famous by Sidney. Florence Vidor, who heads the cast, has one of the most appealing roles of her career.

The story is clean comedy of the "Potash and Perlmutter" type, with an undercurrent of humanity that throws the humorous situations into high relief.

Its leading character is a shopkeeper who, by sheer force of kindness and humanity, melts every prejudice and leaves every character with whom he comes in contact better than he found him.

The play is essentially a comedy melodrama of race prejudice, and the ironic title refers to the cold shoulder given to the Jewish shopkeeper when he comes to establish himself in a small New England town one bitter New Year's Eve. How he melts this prejudice by his humility, his kindness and his generosity makes for as entertaining a picture as has come to the screen in many a year.

The production was made by Belasco Productions, Inc., and adapted for the screen by James Young and Willard Mack.

Besides Miss Vidor and Dore Davidson, the cast includes such notable names as Virginia Brown Faire, Noah Beery, Lloyd Hughes, Robert Edeson, William V. Mong and Otis Harlan.

"Stranger" Ending Successful Run

"Welcome Stranger," the screen version of Aaron Hoffman's great Broadway play of the same name, closes its run at the Theatre tonight.

It is a humorous story of how an enterprising Jew with a sense of humor overcomes the racial prejudice of a small New England town, puts it on the map and becomes a leading citizen.

One of the most notable casts seen in a long time appear in this picture. It includes Dore Davidson, Florence Vidor, Robert Edeson, Virginia Brown Faire, Wm. V. Mong, Noah Beery, Otis Harlan, Fred J. Butler and Pat Hartigan.

"Welcome Stranger" was adapted for the screen by Willard Mack and James Young. The latter also directed.

Belasco Productions, Inc.

Present

"WELCOME STRANGER"

From the great Broadway play by
AARON HOFFMAN

Adapted by JAMES YOUNG and WILLARD MACK

Directed by JAMES YOUNG

With FLORENCE VIDOR, DORE DAVIDSON
VIRGINIA BROWNE FAIRE, NOAH BEERY
LLOYD HUGHES, ROBERT EDESON
WM. V. MONG and OTIS HARLAN

Photography by GEORGE BENOIT

Titles by KATHERINE HILLIKER and H. T. CALDWELL

Released by PRODUCERS DISTRIBUTING CORPORATION

THE CAST

Isadore Solomon	Dore Davidson
Mary Clark	Florence Vidor
Essie Solomon	Virginia Brown Faire
Icabod Whitson	Noah Beery
Ned Tyler	Lloyd Hughes
Eb Hooker	Robert Edeson
Clem Beemis	Wm. V. Mong
Edna	Otis Harlan

The Season End



"WELCOME STRANGER"

from the great
Broadway play
by AARON HOFFMAN

"Better far than pills or powder
That you laugh a little louder."

IZZY SOLOMON WILL MAKE
YOU DO IT!



f Every Great cal Center in America

Season's Most
Entertaining Hit!

WELCOME STRANGER

n the great
dway play
HOFFMAN

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DO IT!



A notable picturization of the Stage Success which had all New York and Chicago roaring for two years.

A gripping story proving that all the pep isn't in the Big City. Life in a small New England town can be mighty, gosh-



LLOYD HUGHES and FLORENCE VIDOR
in "WELCOME STRANGER."
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

1 Col. Scene Cut No. 2

CATCHLINES FOR CATCHY ADS

The Screen Version of the Sensational Broadway Success by Aaron Hoffman.

The Greatest Screen Comedy-Drama of a Decade—with Florence Vidor, Dore Davidson and a Wonderful Cast.

The Play that Made Broadway Roar for Two Years!

"I Cast My Bread on the Waters and It Came Back Sandwiches," said Isadore Solomon. See How this Quaint Philosopher Did It.

The Most Welcome Bit of Entertainment of the Season. A Delightful Melange of Laughs, Romance and Thrills.

Are You Blue? Here's the Season's Best Gloom Chaser. It will make you roar and leave a grim that won't come off.

Through kindness, enterprise and a sense of humor he melted the prejudice of a whole town.

ALL WEEK



Every Great Theatrical Center in America

*Season's Most
Entertaining Hit!*



WELCOME STRANGER

*From the great
Broadway play
by AARON HOFFMAN*

*Billings or powder
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*ON WILL MAKE
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Eb Hooker	Robert Edeson
Clem Beemis	Wm. V. Mong
Seth Trimble	Otis Harlan
Gideon Tyler	Fred J. Butler
Detective	Pat Hartigan

THE STORY

With the intention of opening a general store, Isadore Solomon comes to Valley Falls, an old-fashioned New England town, but Mayor Whitson, Gideon Tyler, banker, Eb Hooker, attorney, and Seth Trimble, merchant, tell him to get out as they want none of his kind in town.

Clem Beemis, general man at the hotel, befriends Solomon and Mary Clarke, who arrive in town the same night. Clem has had dreams of bringing ele-
though one hundred and fifty dollars is all that is needed. Solomon and Clem become partners and buy the waterfall in Mary's name.

Ned Tyler, the banker's son, falls in love with her and persists in his courtship, although he is warned to keep away by the town's leading citizens. Because the townspeople will not let Solomon open a store, he is keeping his merchandise, which represents his life's savings, in Clem's barn. He cannot finance the electric project until he sells his goods. Hoping to get rid of Solomon and get hold of the waterfall, the Mayor threatens to evict Clem for failing to pay his taxes; Solomon will thus have no place to keep his stock. Ned Tyler, however, comes to the rescue and offers him the use of an old house he owns.

Defeated in this respect, Mayor Whitson pretends friendliness, and makes Seth Trimble give Clem money. They send him to the county seat to pay his taxes. Clem has contrived to have his house and barn lit by electricity. While he is away, and Solomon, his daughter Essie, Mary and Ned are at a Christian Science meeting, the Mayor pulls a switch in Clem's house which blows up his barn.

Solomon is distracted at the loss of all his worldly possessions until Clem returns with the news that he invested Seth's money in insurance instead of in taxes.

Clem tells the Mayor that a fingerprint on the switch which blew up his barn will condemn him if the town folk should know about it. The Mayor is thus forced to sign a franchise granting him the right to electrify the village.

Ed Hooker, the attorney, refuses to scheme further against Solomon, but the Mayor and his two colleagues plan to get control of the waterfall through Mary. They engage a detective who discovers that her real name is Mary Grey and she has been involved in a hotel scandal. They threaten to expose her unless she sells out and tell her that her ownership of the waterfall is not valid anyway because of the assumed name. Ned, who has gone to a neighboring town to get capital, returns just as Solomon and Clem are wondering whether Mary has been tricking them. Ned tells them that he knew Mary's story for a long time, that she is innocent and that he married her the day after the fire. Eb Hooker declares that their ownership is clear.

Ned has succeeded in getting a bank to back them and with this capital a big power plant is erected and the whole town illuminated and electrified. Gideon Tyler forgives Ned and Mary. Solomon, Clem and Mary are honored by the townspeople at a great celebration.

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From the great
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IZZY SOLOMON WILL MAKE
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STRAND THEATRE

Four Col. A

"WELCOME STRANGER"

From the great Broadway play
by AARON HOFFMAN

ADAPTED BY
JAMES YOUNG and
WILLARD MACK

Directed by JAMES YOUNG

A
BELASCO
PRODUCTION



with FLORENCE VIDOR
DORE DAVIDSON
VIRGINIA BROWNE FAIRE
NOAH BEERY
LLOYD HUGHES
ROBERT EDESON
WILLIAM V. MONG
and OTIS HARLAN

is Coming to the

STRAND THEATRE

Two Col. Ad Cut No. 3

WELCOME STRANGER

the great
day play
HOFFMAN

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louder."

ILL MAKE
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waters and it came back
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A gripping story proving that
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1 Col. Scene Cut No. 2

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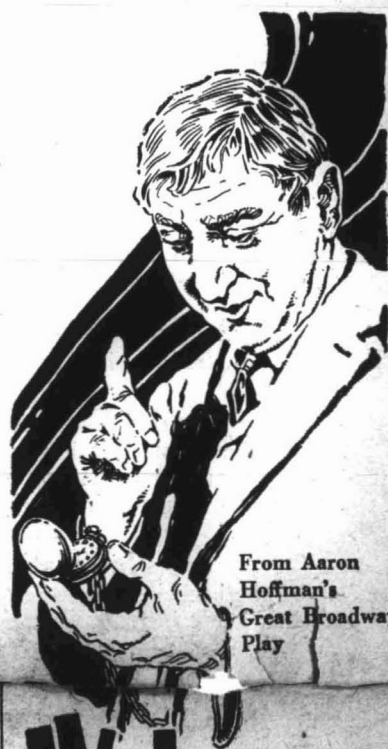
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ALL WEEK



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HE'S A SURE CURE FOR
THE BLUES!

At the Strand

1 Col. Ad Cut No. 2

THEATRE—ALL WEEK

Four Col. Ad Cut No. 6



with
FLORENCE VIDOR
DORE DAVIDSON
VIRGINIA BROWNE FAIRE
NOAH BEERY
LLOYD HUGHES
ROBERT EDESON
WILLIAM V. MONG
and OTIS HARLAN

to the
THEATRE

Cut No. 3

VIRGINIA FAIRE IN "WELCOME STRANGER"

Because of her dark beauty, Vir-
ginia Browne Faire is particularly
suited for the role of Solomon's
daughter, Essie, in "Welcome Stran-
ger," the picturization of Aaron Hoff-
man's Broadway play of the same
name. Miss Faire, one of the most
promising of the younger players, re-
cently portrayed a Spanish senorita
as leading woman for Harry Carey in
"The Lightning Rider." This gifted
young lady seems to be able to as-
sume the appearance and mannerisms
of any race which she is called upon
to portray.

Others in the cast of "Welcome
Stranger," which comes to the —
Theatre for a — run next —
are Dore Davidson, Florence Vidor,
Noah Beery, Robert Edeson, Lloyd
Hughes, Wm. V. Mong and Otis
Harlan.

(Advance Stories)

It Shattered All Kinds of Records

"Welcome Stranger," which comes
to the — Theatre for a —
run next — is the screen ver-
sion of the great stage success of
Aaron Hoffman. As a play, it ran for
two consecutive years in Chicago
and New York. In Chicago it broke
both box office and consecutive per-
formance records and in New York
enough people were turned away each
night to fill another theatre.

James Young and Willard Mack
adapted it for the screen. The cast
includes Dore Davidson in the role
that George Sidney made famous on
the legitimate stage, Florence Vidor,
Virginia Browne Faire, Noah Beery,
Lloyd Hughes, Wm. V. Mong, Robert
Edeson, Otis Harlan and others.

You'll Give Him t

Said Izzy:

"I cast my bread on the waters
and it came back sandwiched."

Come and see how he did it



"WE ST

him the Glad Hand!

Isidore Solomon has arrived in town in a great human story—the splendid picturization of the play which was a sensation in every great theatrical center in America.

He is a philosopher with a big heart and a sense of humor that keeps you in a continual paroxysm of laughter.

When you meet him you'll want to slap him on the back and shout

WELCOME TRANGER

*from the great
Broadway play by*



**"WE
ST**



STRAND

Smashing Full Page Ad No. 8 (*Cuts and*

Continual paroxysm of laughter.

When you meet him you'll want to
slap him on the back and shout

WELCOME TRANGER

*From the great
Broadway play by*
AARON HOFFMAN

With

Florence Vidor

Dore Davidson

Virginia Browne Faire

Noah Beery

Lloyd Hughes

Robert Edeson

Wm. V. Mong

Otis Harlan



ALL WEEK

8 (Cuts and Mats Procurable on Order Only)

STRAND



Welcome Stranger

The picturization of the Aaron Hoffman play which had New York and Chicago roaring for two years.

With an illustrious cast including:

Florence Vidor	Dore Davidson
Virginia Brown Faire	Noah Beery
Lloyd Hughes	Robert Edeson
Wm. V. Mong	Otis Harlan

All Week

One Col. Ad Cut No. 1

(Advance Stories)

Davidson Is Again Given Parent Role

Dore Davidson, foremost portrayer of Hebrew father roles on the American stage or screen interprets the role of Isidore Solomon in "Welcome Stranger," the Belasco Production now being shown at the theatre.

During thirty-five years on the stage, Davidson became known to practically every theatre follower in America and England. Twenty of these years were spent in legitimate stardom, the actor often appearing in his own productions.

His first appearance on the screen was as the father in "Humoresque." This was followed by his father role in "The Good Provider." He has just completed one of the principal roles in Cosmopolitan's "Cain and Mable," starring Anita Stewart.

The feminine lead in "Welcome Stranger" is Florence Vidor, who has recently completed such productions as "The Marriage Circle" and "The Virginian" and "Barbara Frietchie."

Lloyd Hughes has the romantic role opposite Miss Vidor.

"Welcome Stranger," which was adapted to the screen by Willard Mack, was directed by James Young, assisted by Clifford Saum. As a legitimate play from the pen of Aaron Hoffman, "Welcome Stranger" was one of the comedy-dramas of 1920 and enjoyed a Broadway run of a solid year at the Harris Theatre.

FLORENCE VIDOR A GOOD INFLUENCE

Florence Vidor, who plays an important role in "Welcome Stranger," the screen version of Aaron Hoff-



WELCOME STRANGER - Released by PRODUCERS DISTRIBUTING CORP.

Two Col. Scene Cut No. 1

They Will Welcome "Welcome Stranger" After Reading This in Your Program Before Your Play Date

Productions, Inc., Present

"WELCOME STRANGER"

From the great Broadway play by Aaron Hoffman.

With Florence Vidor, Dore Davidson, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Robert Edeson, Wm. V. Mong and Otis Harlan.

Isidore Solomon breezed into Valley Falls one New Year's night and found the inhabitants colder than the atmosphere outside.

"We don't allow Jews in this village," the four leading citizens of the town told him.

"Sure, that's why it's still a village," said Mr. Solomon.

That worthy gentleman resolved to make it a city. With good humor and humility, he fought the town's narrow-mindedness and racial prejudice. He and Clem Beemis bought a waterfall and planned to electrify the town. But the Mayor was on the other side and gave him a stiff fight. Solomon stood everything until they set fire to all his worldly possessions. That was a blow that almost felled him.

But Izzy was a philosopher with a sense of humor—and a fighter.

"I cast my bread on the waters and it came back sandwiches," he said later.

Come and see how he did it. It's the funniest, most human picture you've seen in a long time.

As a play, "Welcome Stranger" had all Chicago and New York laughing for two years.

The picture is a whiz!

A
Slide
That Brings
the
Business



REVIEWS

HOFFMAN COMEDY HAS GREAT CAST

"Welcome Stranger" Is A Knockout On The Screen

What is known in the vernacular of the show business as a "knockout" took place at the Theatre last night where "Welcome Stranger" was given its initial presentation to local audiences.

With as fine a cast as we have seen

DORE DAVIDSON IS INIMITABLY FUNNY

His Portrayal in "Welcome Stranger" Akin To That Of Barney Bernard

Replete with humor, effective dramatic stratagems and, above all, that elusive thing known as "entertainment," "Welcome Stranger," which opened at the Theatre last night is one of the most delightful

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Hasn't
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screen.

WILLIAN



STRAND ALL WEEK



A TANK OF LAUGHING GAS

Hasn't as many laughs as this one.

Thrills and romance, too, interpreted by a brilliant cast comprised of eight of the foremost players of the screen.

FLORENCE VIDOR

NOAH BEERY

DORE DAVIDSON

OTIS HARLAN

WILLIAM V. MONG

A
Comedy-Drama

With an illustrious cast including:

Florence Vidor	Dore Davidson
Virginia Brown Faire	Noah Beery
Lloyd Hughes	Robert Edeson
Wm. V. Mong	Otis Harlan

All Week

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FLORENCE VIDOR A GOOD INFLUENCE

Florence Vidor, who plays an important role in "Welcome Stranger," the screen version of Aaron Hoffman's popular stage success, which comes to the Theatre for a run next has long been considered one of the most charming members of the screen colony. Her evident dislike for vulgarity has become a through-

has even influenced others to give more serious consideration to the worth-while things of life.

Besides Miss Vidor, the "Welcome Stranger" cast includes Dore Davidson, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Robert Edeson, Wm. V. Mong and Otis Harlan.

* * *

A Money-Making Window Card That Every Store Will Want



outside.

"We don't allow Jews in this village," the four leading citizens of the town told him.

"Sure, that's why it's still a village," said Mr. Solomon.

That worthy gentleman resolved to make it a city. With good humor and humility, he fought the town's narrow-mindedness and racial prejudice. He and Clem Beemis bought a waterfall and planned to electrify the town. But the Mayor was on the other side and gave him a stiff fight. Solomon stood everything until they set fire to all his worldly possessions. That was a blow that almost felled him.

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Come and see how he did it. It's the funniest, most human picture you've seen in a long time.

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"Welcome Stranger" Is A Knockout
On The Screen

What is known in the vernacular of the show business as a "knockout" took place at the Theatre last night where "Welcome Stranger" was given its initial presentation to local audiences.

With as fine a cast as we have seen in a picture in a blue moon, a story that effervesces with clean-cut comedy, real honest-to-goodness characters that you meet in every-day life, and a plot that sustains interest throughout, "Welcome Stranger" is just what its title implies. It's certainly a knockout.

sexu plays, and forced humor, a taste in the show palate after the final fadeout.

The chief character in "Welcome Stranger" is a witty and philanthropic Jew who, in attempting to "break in" to the business life of a narrow-minded New England town, encounters the "cold shoulder" and a select bunch of "rassberries" for his pains.

Through the good offices of a "real fellow" in the town, and the real fellow's girl, Isadore Solomon promotes the ideas of an unappreciated inventor-genius, corrals the water-power of a falls and lights up the town with a modern electric light plant, and generally booms the prosperity in the community.

If there is a finer piece of character portrayal than that of "Isadore Solomon" by Dore Davidson, we have not seen it on the screen since "Potash and Perlmutter." Wherever Solomon is, there is genuine "human" interest.

Florence Vidor is charming as Mary Clark, the girl who colleagues with him in his projects. In fact, the whole cast is excellent, including some of the finest actors on the screen. Lloyd Hughes, Virginia Brown Faire, Noah Beery, Robert Edeson, William V. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan complete as notable an aggregation of players as we have seen together this season.

You will surely have missed an evening of excellent entertainment if you fail to see "Welcome Stranger."

DORE DAVIDSON IS INIMITABLY FUNNY

His Portrayal in "Welcome Stranger" Akin To That Of Barney Bernard

Replete with humor, effective dramatic stratagems and, above all, that elusive thing known as "entertainment," "Welcome Stranger," which opened at the Theatre last is one of the most delightful comedy-melodramas which has been seen here this season.

Dore Davidson, as an old Jewish clothing store proprietor who tries to set up shop in a New England town, where anti-Semitic prejudice runs extremely strong, gave a life-like portrayal which kept the comedy at a high level. Davidson projected his

droll character into the situations inimitably and provoked spontaneous gales of laughter. In many respects the character of Solomon is akin to that classic character portrayal of Barney Bernard in the stage play of "Potash and Perlmutter," and Davidson has created a screen role that will take its place with that of Bernard.

The "stranger" who comes to the little New England of the first reel is a Hebrew. The townspeople, including the mayor, are anxious to keep his race out of town. The "stranger" is refused admission to the only hotel in the town, but finally compromises by sleeping in the lobby on a mat with the legend "Welcome" inscribed upon it. From this point the action begins to develop. The "stranger's" overtures to many prominent citizens are spurned by the righteous bigots. Only a poor and friendless inventor will listen to his proposals to promote his business projects. Aided by "the girl" (Miss Vidor) whom he has befriended, Solomon and the inventor proceed to wake up the old town.

Beautiful Florence Vidor has a most appealing role in this picture, ably assisted by such sterling actors as Robert Edeson, Lloyd Hughes, Virginia Brown Faire and others.

As a whole "Welcome Stranger" is indeed a welcome addition to the week's entertainment, and, judging from the reception accorded it last night, should crowd them in during its run.

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Hasn't
as this

Thrills
interpret
comprise
foremost
screen.

WILLIAM



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A TANK OF LAUGHING GAS

Hasn't as many laughs
as this one.

Thrills and romance, too,
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comprised of eight of the
foremost players of the
screen.

FLORENCE VIDOR

NOAH BEERY

DORE DAVIDSON

OTIS HARLAN

WILLIAM V. MONG

LLOYD
HUGHES

A
Comedy-Drama
with an
Idea

VIRGINIA BROWN FAIRE

ROBERT
EDESON

*from the great
Broadway play
by* AARON HOFFMAN

"WELCOME STRANGER"

Half Page Ad No. 7 (Cuts and Mats Procurable on Order Only)

A GREAT HUMAN LAUGHTER, THRILL

EXPLOITATION



"Welcome Stranger" comes to you with a record already made. That record is exploitation in itself. On the first page of this press sheet the facts about the great success of the play are told simply and briefly. Use these facts in your advertising and capitalize them. When the legitimate production ran on Broadway, enough people were turned away each night to fill another theatre. This alone should send 'em coming in such numbers that you will have to turn 'em away yourself, or at least hold over the picture.

Besides the added opportunities which the screen affords for more clearly bringing out the story, the picturization has an all-star cast—instead of merely one feature player as in the stage play. There are eight big names that tell at your box office. Few pictures have such excellent money-making advantages as this.

Cash in on this Great Exploitation Title

"Welcome Stranger," as a title, is not merely catchy and familiar to every theatregoer, but it is one on which you can get much free space. On billboard space, as a teaser in advance of your showing, it carries a pertinent message. You can put a "Welcome Stranger" sign up over your box office a month before your showing.

You should have no trouble in getting the hotels, railroad companies, chamber of commerce, realtors, etc., to put up signs in the hotel lobbies, railroad terminals, roads leading into town and other conspicuous places.

If there is a committee of the Welcome Stranger movement in your town, you have a tie-up already made. If not, you can easily get the chamber of commerce, town officials or realty companies to make a special movement of welcoming strangers and booming your town during the time you show the picture. In this way, you will get additional publicity in the newspapers, too. As a part of the "welcoming" movement, the chamber of commerce might co-operate with you in a special showing for newcomers to the town.

ADDITIONAL SUGGESTIONS

As a ballyhoo, a regular "sandwich man" would be appropriate. He should be a Jewish type and the signs should read something like:

"Opening of clothing business of Isidore Solomon delayed for a more important enterprise.

Go to the Theatre and laugh with him. "Welcome Stranger" the laughing hit of the season with a great all-star cast."

This picture lends itself to sermons of all creeds. "Welcome Stranger" deals in a human and humorous way with race prejudice. It is brought out in a manner that offends no creed but is of interest to everyone.

Ministers of all creeds have preached on it in connection with the play and will be glad to give sermons on the picture. It is appropriate for Jew, Christian and Christian Scientist, for Isidore Solomon, the hero is a Jew who, through his humility, kindness, philosophy and Christian Science principles, overcomes the prejudice of a narrow-minded New England town, makes it prosperous and wins a leading place for himself.

You can easily get the magazine editor of your newspaper to write a special article on the subject.

Since the story is about bringing electricity to Valley Falls and many stills show Clem's own electrical device some window tie-ups with electrical stores should be easily procurable. A card in the window should read:

"WELCOME STRANGER"

(Stories to be Used During Run Pictures)

NOTABLE CAST IN HUMOROUS FILM

Every Player In "Welcome Stranger" Has Made A Record

The great Broadway stage play Aaron Hoffman, "Welcome Stranger" has been brought to the screen by one of the greatest talents ever assembled. Practically every one

this uproariously funny is now being shown at Theatre, is a star or a

Dore Davidson, well-known actor, who scored such triumph in "Humoresque" has role of Isidore Solomon, while George Sidney made famous on stage. Florence Vidor, most recent in the title role of "Bar Frietchie," has the leading female role of Mary Clark. Virginia Brown Faire, remembered for her work Harry Carey's leading woman "The Lightning Rider," plays Solomon's daughter, Essie.

Others in the all-notable cast Robert Edeson, veteran of both screen and stage, Noah Beery, well-known "heavy," Lloyd Hughes, Wm. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan.

As a play, "Welcome Stranger" ran for two consecutive years in New York and Chicago, where it broke consecutive performance and box office records. It was adapted for screen by James Young and William Mack.

Izzy Solomon Is New Type of Hebrew Hero

Not so long ago the Hebrew play or picture was one of the things: if it was a serious drama was the avid money-lender of Shylock type, a hard-hearted person who was despised, while he came handy to save the family fortune. He was the low-comedy type with beard, who smirked while he gave lavish gestures to accompany a flow of language.

In "Welcome Stranger," the picturization of Aaron Hoffman's famous Broadway play, which is being shown at the Theatre, a new type of Jew furnishes amusing entertainment. Isidore Solomon, about whom the story revolves, is no more lavish than is characteristic of his type. He is a Hebrew brought to the screen with all good humor, kindness, common sense, business acumen and philosophy. There was no need to exaggerate because there is a human about the man as he is in real life.

"Welcome Stranger," which laughs in almost every scene, is a story of how Isidore Solomon comes the prejudice of an old New England town, puts it on a map and makes a leading place of himself where he was not wanted.

Dore Davidson, well-known actor, portrays Isidore Solomon. The great cast includes Florence Vidor, Robert Edeson, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Wm. V. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan.

STRAND

MAN DRAMA of THRILLS and ROMANCE

(Stories to be Used During Run of Pictures)

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In "Welcome Stranger," the picturization of Aaron Hoffman's famous Broadway play, which is now being shown at the Theatre, a new type of Jew furnishes more amusing entertainment. Isidore Solomon, about whom the story revolves, is no more lavish than is characteristic of his type. He is a Hebrew, brought to the screen with all his good humor, kindness, common sense, business acumen and philosophy. There was no need to exaggerate because there is a human appeal about the man as he is in real life.

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Dore Davidson, well-known character actor, portrays Isidore Solomon. The great cast includes Florence Vidor, Robert Edeson, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Wm. V. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan.

The Whole Town Is Talking About

Welcome Stranger

The Screen Version
of the
Great Broadway Play

By AARON HOFFMAN



A Cast Beyond
Compare!

Eight of the best known
character artists in pictures
were especially chosen for
this production.

*It has the most celebrated
all-star cast of the year.*

**A Super-Feature
Laughing Hit**

CAPITOL—All Week

Three Col. Ad Cut No. 5

A Fine Herald

You can have an inexpensive
and attractive herald printed by
using any of the production cuts
and copy from any of the ads,
the shorts or the catchlines.

(A Feature Story to be used before you Run the Picture)

"Welcome Stranger" Required

Understanding of Types

who have spent their young lives in a characteristic environment. The artist finds his greatest difficulty in getting close to the real character in the many quaint mannerisms of

Characterization is much more than costume and makeup. An actor may be a master of make-up and be perfectly garbed for his role and still not be able to make the character he

STRAND ALL WEEK

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ADDITIONAL SUGGESTIONS

As a ballyhoo, a regular "sandwich man" would be appropriate. He should be a Jewish type and the signs should read something like:

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Go to the Theatre and laugh with him. "Welcome Stranger" the laughing hit of the season with a great all-star cast."

This picture lends itself to sermons of all creeds. "Welcome Stranger" deals in a human and humorous way with race prejudice. It is brought out in a manner that offends no creed but is of interest to everyone.

Ministers of all creeds have preached on it in connection with the play and will be glad to give sermons on the picture. It is appropriate for Jew, Christian and Christian Scientist, for Isidore Solomon, the hero is a Jew who, through his humility, kindness, philosophy and Christian Science principles, overcomes the prejudice of a narrow-minded New England town, makes it prosperous and wins a leading place for himself.

You can easily get the magazine editor of your newspaper to write a special article on the subject.

Since the story is about bringing electricity to Valley Falls and many stills show Clem's own electrical device some window tie-ups with electrical stores should be easily procurable. A card in the window should read:

"WELCOME STRANGER"

To an exhibit of the latest electrical comforts. Without them you're as out-of-date as the villagers of Valley Falls, before Izzy Solomon got on the job.

Scene from "Welcome Stranger," the big laughing hit at the Theatre.

The Wise Showman Knows the Value of an Intelligent Mail Campaign

Dear Sir (or Madam):

Do you remember what a hit "Welcome Stranger," the great Aaron Hoffman stage success made a few seasons ago? It had all New York and Chicago roaring for two years.

It's been brought to the screen now with all its comedy and its pathos—interpreted by a great cast of notables, including Florence Vidor, Dore Davidson, Virginia Browne Faire, Noah Beery, Lloyd Hughes, Robert Edeson, Wm. V. Mong, Otis Harlan and others.

The story is about a Jewish merchant who, through his sense of humor, simplicity and business enterprise, conquers the racial prejudice of a New England town and puts it on the map.

I'm sure this picture is destined to surpass even the great success of the play, because in my opinion it's the most entertaining film of the season.

It will be shown at the Theatre for beginning Come and have a good laugh!

Cordially,

Manager.

(Story to be Used During Run of Picture)

Rural Folk are Vividly Drawn

"Welcome Stranger," the screen version of the great Broadway play by Aaron Hoffman, which is now being shown at the Theatre, is a vivid picture of the prejudice of a small town. The author has made a study of New England rural folk and all the personages in his play are distinctive, each a definite type. It is a real story of American life, adventure and romance.

The central character is Isidore Solomon, a poor clothing merchant, who wanders into the town of Valley Falls, N. H., one New Year Eve, when the mercury is away below zero and the north wind shrieking like a chorus of fiends. Cold as the weather is, he finds the inhabitants of the town far more frigid and unkind. With wonderful optimism he pursues his own course, befriends a couple of unfortunate ones and finally rises to a position of prominence and respect.

"Welcome Stranger" has been one of the most successful of present day legitimate productions. In Chicago and New York it broke all box office records of the theatres in which it played.

Faire, remembered for her work in Harry Carey's leading woman "The Lightning Rider," plays mon's daughter, Essie.

Others in the all-notable cast Robert Edeson, veteran of both stage and screen, Noah Beery, well-known "heavy," Lloyd Hughes, Wm. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan.

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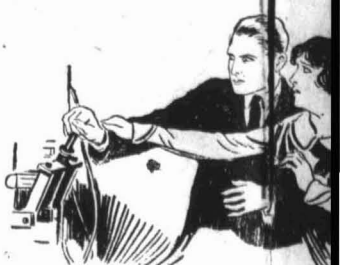
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STRAND "WELCOME STRANGER"



The Aaron Hoffman Stage Success That Swept the Country On a Gale of Laughter



Two Col.

Carey's leading woman in "Lightning Rider," plays Solomon's daughter, Essie. Others in the all-notable cast are Robert Edeson, veteran of both stage and screen, Noah Beery, well-known actor, Lloyd Hughes, Wm. V. Mong, Otis Harlan, Fred J. Butler and Pat Hartigan. The play, "Welcome Stranger" has run for two consecutive years in New York and Chicago, where it broke all box office performance records. It was adapted for the screen by James Young and Willard

**Solomon Is
New Type of
Hebrew Hero**

So long ago the Hebrew in a picture was one of the two types: if it was a serious drama, he was the avid money-lender of the Jewish type, a hard-hearted person who was despised, while he came in to save the family fortune. Or he was the low-comedy type with the who smirked while he made gestures to accompany a fast flow of language. "Welcome Stranger," the picture of Aaron Hoffman's famous Broadway play, which is now shown at the Capitol Theatre, of this type of Jew furnishes more entertainment. Isidore Solomon, about whom the story revolves, is more lavish than is characteristic of his type. He is a Hebrew, but he fits the screen with all his humor, kindness, common business acumen and philosophy. There was no need to exaggerate because there is a human appeal about the man as he is in real life. "Welcome Stranger," which has a part in almost every scene, is the story of how Isidore Solomon overcomes the prejudice of an entire England town, puts it on the map and makes a leading place for himself where he was not wanted. Dore Davidson, well-known character actor, portrays Isidore Solomon. The great cast includes Florence, Robert Edeson, Virginia Brown Faire, Noah Beery, Lloyd Hughes, Wm. V. Mong, Otis Harlan, J. Butler and Pat Hartigan.

Great Broadway Play

By AARON HOFFMAN



Beery

Dore Davidson

A Cast Beyond Compare!

Eight of the best known character artists in pictures were especially chosen for this production.

It has the most celebrated all-star cast of the year.

**A Super-Feature
Laughing Hit**

CAPITOL—All Week

Three Col. Ad Cut No. 5

A Fine Herald

You can have an inexpensive and attractive herald printed by using any of the production cuts and copy from any of the ads, the shorts or the catchlines.

(A Feature Story to be used before you Run the Picture)

"Welcome Stranger" Required

Understanding of Types

who have spent their young lives in a characteristic environment. The artist finds his greatest difficulty in getting close to the real character in the many quaint mannerisms of action and facial expression. The class of Jew of which Isidore Solomon, the central figure of "Welcome Stranger" is a good example, is particularly difficult to portray naturally, and I have yet to see a man who was not to the manner born give a natural impersonation of one. There is a multiplicity of peculiarities in the character that cannot be acquired by mere observation. The people and been one of them to get them and present them in a natural manner. As a proof of the truth of this theory, you will find that there is not a successful impersonator of the Jew on the American screen today, who is not one of the race.

Characterization is much more than costume and makeup. An actor may be a master of make-up and be perfectly garbed for his role and still not be able to make the character he is portraying "live." Imperfection in expression, gestures and mannerisms is largely the cause of this. Some characters can be made to "come alive" after study, while others cannot be learned but must be played by those who possess the mannerisms of the character. Dore Davidson, who plays the role of Izzy Solomon on the screen, ver- more observation. The play, which comes to the Capitol Theatre for a run next week, believes that racial types to be true-to-life must be portrayed by people of that race. "And this is not all," said Mr. Davidson. "Distinct racial types can only be successfully done by those

**STRAND ALL WEEK
"WELCOME STRANGER"**



the
Aaron Hoffman
stage Success
that Swept the Country
on a Gale of Laughter

Such a quaint philosopher is Izzy Solomon—you won't be able to resist him. You never laughed so many—as you will at this one!

Two Col. Ad Cut No. 4

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National Screen Service, Inc., furnishes good trailers on all Producers Distributing Corporation pictures. On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment. You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25 monthly. The following Hodkinson exchanges have these trailers in stock: Denver, Seattle, Atlanta, Dallas, Minneapolis and Omaha. Ask the booker at any of these exchanges. Or order direct from any of the following offices of THE NATIONAL SCREEN SERVICE 126 West 46th St., New York City. 284 Turk Street, San Francisco, Cal. 845 South Wabash Avenue, Chicago, Ill. 917 South Olive St., Los Angeles, Cal. Wire or Write—Giving Exact Play Dates

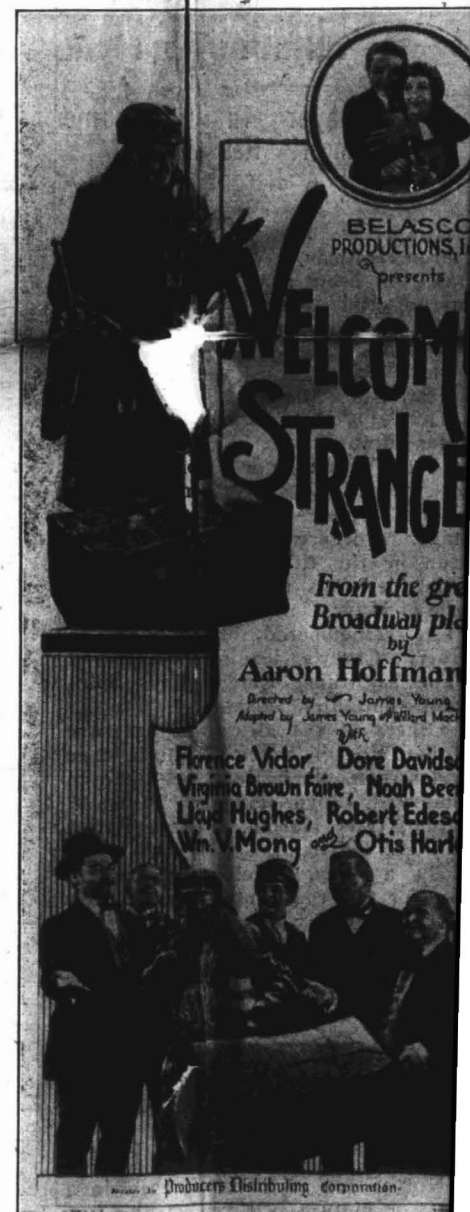
COMPELLING PAPER TO THIS INC



Insert Card (14" x 36")



Set of Eight Colored Lobby Cards



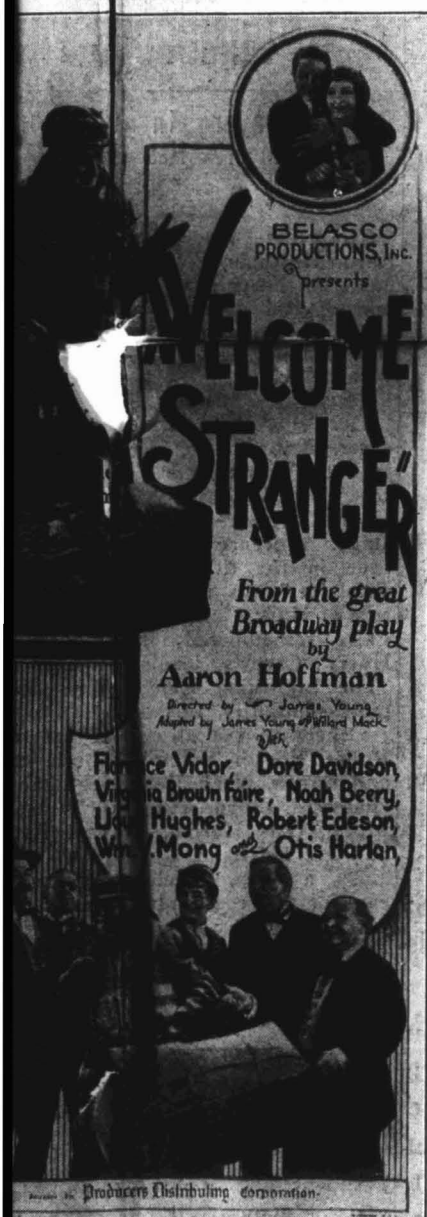
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Put 'Em Up and
Pack 'Em



R TO PUT OVER HIS INCOMPARABLE HIT

ert Card (14" x 36")



Beautiful Lobby Cards (Each 11" x 14")



Colored Lobby Cards 22' x 28'





Set of Eight Colored Lobby Cards



Colored Lobby Cards 22' x 28'



Put 'Em Up and Pack 'Em



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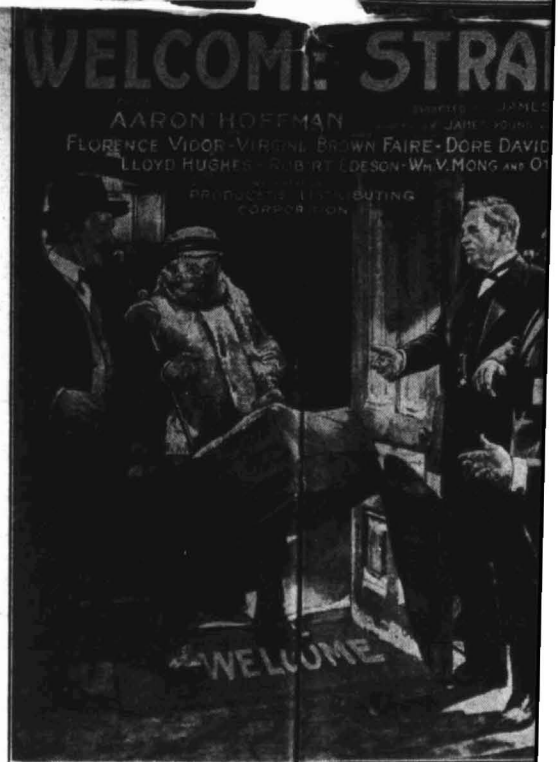


Twentyfour Sheet Poster

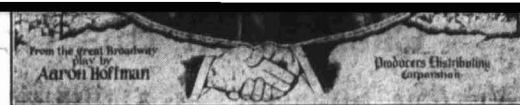


Three Sheet Poster 3A

**POSTERS
AND LOBBY
DISPLAYS
CRAMMED
WITH ACTION
HUMOR AND
HUMAN
INTEREST**



Six Sheet Poster



Beautiful Lobby Cards (Each 11" x 14")



Colored Lobby Cards 22' x 28'

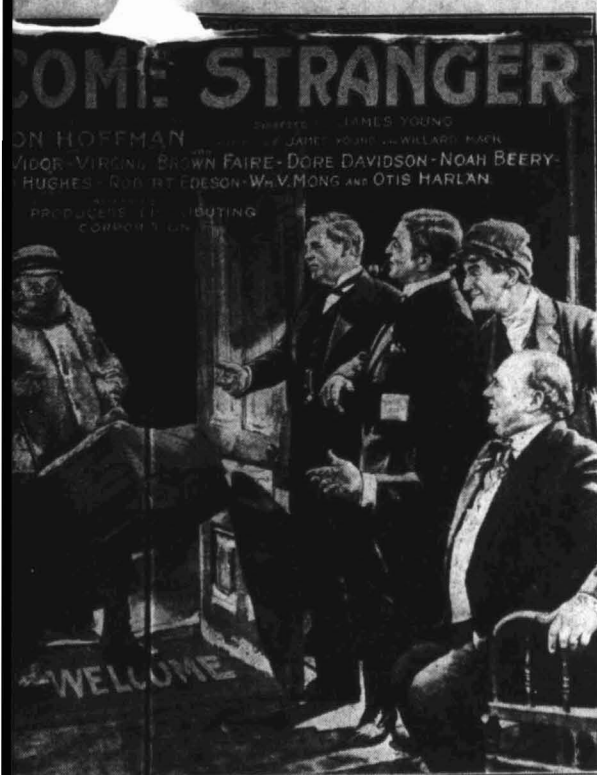
Put 'Em Up and
Pack 'Em In!



Twentyfour Sheet Poster



One Sheet Poster 1B



Six Sheet Poster

NO ONE CAN
MISS THEIR
BRILLIANT
COLORS OR
EMOTIONAL
APPEAL



Three Sheet Poster 3B

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